

EDUARDO GONZÁLEZ SALDAÑA

SALES & MARKETING PROFESSIONAL



PROFILE

Resourceful, results-driven sales & marketing professional with 20+ years of international experience and demonstrated success in various industries, including Agribusiness, Consumer Goods and Construction Materials. Respected for integrity, strategic mindset and ability to lead marketing initiatives that translate into increased sales and brand visibility.

PERSONAL

Name Eduardo González Saldaña

Nationality Mexican | Canadian

Languages

Spanish ☒
English ☒
French ☐

CONTACT

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CAREER SUMMARY

PARTNER - OPERATIONS DIRECTOR INDIEPRO MARKETING, MEXICO

APR 2023 - PRESENT

An agency specialized in traditional and digital marketing, including social media management, web design and audiovisual production.

- Managing an 8-member multidisciplinary marketing team, optimizing its structure and workflows, which increased productivity by 25%.
- Implementation of project management protocols and systems, resulting in reduced delivery times and improved customer service quality.
- Creation and execution of marketing strategies to enhance clients' presence and visibility across digital platforms.
- Prospecting, closing and maintaining new key accounts in Mexico and the USA, expanding the agency's client portfolio by 20%.

INDEPENDENT CONSULTANT/FREELANCER | SALES & MARKETING

JUN 2019 - PRESENT

- Development and execution of marketing strategy for a leading specialty ingredient marketer located in Canada, encompassing advertising, online presence, social media, event planning, and more.
- Strategic planning and development of successful applications to access government funding for Canadian companies, including a leading premium pet food brand.
- Creation of branding strategy, corporate identity, packaging and web presence for established frozen food processors in Canada and USA.



INTERNATIONAL SALES MANAGER - USA & CANADA LATEX OCCIDENTAL EXPORTADORA S.A. DE C.V., MEXICO

DEC 2018 - MAY 2019

Largest latex balloon manufacturer in the world with presence in more than 100 countries and over 70 years of history.

- Accountable for sales in region which includes USA/Canada and represents more than 25% of the company's global revenues.
- Development and execution of sales budget and sales plan for the assigned region.
- Direct management of strategic clients including some of the largest retail chains and distributors of party items in the USA, each generating several million USD in annual revenues.
- New client prospecting and company representation at the industry's most important trade fairs.



MANAGING PARTNER ZEN-ZEI STRATEGIA, MEXICO

AUG 2016 - APR 2018

Consulting firm focused on mentoring, incubation and financing of innovative entrepreneurship projects.

- Analysis, evaluation and selection of business and investment proposals in collaboration with other partners.
- Provided guidance to entrepreneurs in the development of business plans, investment budgets, financial projections, P&L statements, among other tools necessary to request financing.
- Management of business projects from inception to execution, including concept development, branding, value proposition, etc., in addition to serving as liaison with suppliers and stakeholders (legal, fiscal, marketing, general contractors, among others).



CATEGORY MANAGER - COMPLEMENTARY PRODUCTS GRAIMAN, ECUADOR

OCT 2014 - JUL 2016

Leading manufacturer and marketer of ceramic coverings and construction materials in Ecuador, with a monthly output of over 10 million square feet and brand presence in more than 10 countries.

- Accountable for results (P&L) of business unit with 40 suppliers, a portfolio of over 2,000 products and annual sales exceeding \$10 million USD.
- Identified inefficient business practices, resulting in the implementation of Category Management combined with a strategic and optimized product portfolio.
- Restructured the department and developed an efficient team composed of specialized product managers (4) with a country-wide vision and reach.
- Negotiation of exclusive distribution agreements and management of strategic partnerships with suppliers located in Ecuador, Peru, Brazil, Argentina, Uruguay, Spain, Germany and China.

AREAS OF SPECIALTY

- International business
- Key account management
- Category and P&L management
- Strategic planning
- Management of multifunctional teams
- Creation and execution of marketing and business plans

EDUCATION AND PROFESSIONAL DEVELOPMENT

BACHELOR OF COMMERCE (MARKETING)

UNIVERSIDAD DEL VALLE DE ATEMAJAC
Guadalajara, Mexico 1997

POSTGRADUATE COURSE (MARKETING)

UNIVERSIDAD DEL VALLE DE ATEMAJAC
Guadalajara, Mexico 1999

PROFESSIONAL SELLING CANADIAN PROFESSIONAL SALES ASSOCIATION (CPSA)

Guelph, Canada 2010

LEADERSHIP TRAINING FOR MANAGERS

DALE CARNEGIE
Toronto, Canada 2007

MICROSOFT PROJECT, ADOBE CREATIVE SUITE CONESTOGA COLLEGE

Kitchener, Canada 2007

RECIPIENT OF THE "ENGLISH FOR BUSINESS" SCHOLARSHIP

UNIVERSIDAD DE LA CORUÑA
La Coruña, Spain 1996

SOFTWARE

MICROSOFT

Outlook, Word, Excel, PowerPoint

ADOBE

Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat

WEB DESIGN/CMS

HTML/CSS, WordPress



MARKETING MANAGER/CONSULTANT MALLOT CREEK GROUP INC, CANADA

DEC 2011 - SEP 2013

Leading consulting firm offering strategic business, food safety and engineering services exclusively focused on the food and beverage industries.

- Managed the development of a new brand of value-added natural meat products, which included branding strategy, product line development, web presence, packaging and labelling, sales and marketing plans and execution.
- Assisted various food processors and distributors with complete packaging, labelling and design strategy to support their marketing goals and comply with federal labelling regulations.
- Conducted comprehensive feasibility studies, market analysis and business plans for food manufacturers, producer associations and government bodies in Canada and the United States.



INTERNATIONAL SALES MANAGER - LATIN AMERICA SANIMAX, CANADA

OCT 2009 - APR 2011

Diversified group of companies creating environmentally responsible solutions for the food and agribusiness industries across North America with annual sales exceeding \$500 million USD.

- Managed several key accounts, including the world's largest automotive leather producer, which generated more than \$12 million USD in annual revenue.
- Member of business unit strategic team, which managed a sales portfolio with annual sales of over \$81 million. Accountable for Sanimexico contribution to Sanimax Profit and Loss (P&L).
- Responsible for tracking daily global market activity in order to set conditions and pricing, in addition to processing international client and agent trading transactions in North America, Asia and Europe.



MARKETING MANAGER - SANIMAX SANIMAX, CANADA

FEB 2006 - SEP 2009

- Led a team of professionals (5) overseeing and delivering all marketing and branding initiatives, including advertising, promotional materials and event planning.
- Liaised with international design firms and collaborated with Senior Management to create the company's corporate identity. Developed and launched new brand strategy that positioned Sanimax as a global player in the agribusiness sector.
- Created and implemented an online repository of resources for staff and suppliers whose purpose was to ensure a professional and consistent application of the Sanimax brand at all touch points.



MARKETING MANAGER - BI-PRO MARKETING LTD. SANIMAX, CANADA

JAN 2001 - JAN 2006

- Developed new brand identity and advertising strategy for Bi-pro Marketing Ltd., which solidified the company's position in the international agribusiness arena.
- Created full marketing packages, including corporate logos, marketing collateral, advertising, websites and trade displays for various company partners.
- Represented company at international tradeshows and developed related displays, marketing materials and promotional items.



ACCOUNT EXECUTIVE BESTFOODS - UNILEVER, MEXICO

JAN 1999 - MAY 2000

Leading consumer packaged goods manufacturer (Brands: Hellmann's, Knorr, Mazola, etc.)

- Developed and strengthened business relationships with key distributors and clients, enhancing brand loyalty, resulting in an 18% increase in annual sales.
- Managed a team consisting of internal (1) and external (2) sales representatives, dedicated to selling distributor inventory to retailers and end-users.
- Supported sales efforts for the region through the creation of product catalogues and brochures, as well as sales presentations.



SALES SUPERVISOR GEUSA - PEPSI, MEXICO

APR 1997 - APR 1998

Second largest Pepsi bottler in Latin America.

- Negotiated exclusivity agreements with leading chains of restaurants, bars and clubs, increasing customer base by 20%.
- Managed a team consisting of technical staff (2) and sales representatives (3), enhancing service efficiency for clients through continuous training and coaching.
- Designed and coordinated installation of high-impact themed displays for key retail accounts, including Walmart of Mexico. These displays were subsequently implemented nationwide.